

Abstract

Title: The motivational aspects of sport volunteerism.

Objectives: The main aim of this bachelor work is to find out motivational aspects of sport volunteers, who have taken part in sport event.

Methods: In this thesis was used quality method to get informations – specifically it was a structure interview with associated questions.

Results: It was find out that it is appropriate to get those volunteers with inner motivation. These volunteers do not need to be so much motivated by external motivation. We can find them very likely in some sport clubs, which are connected with the same sport as organized sport event. We must not underestimate promotional campaign. The loyalty and will to cooperate on next sport event as a volunteer is result of how the organizators behave to sport volunteers and how they show gratitude to them.

Keywords: Sport volunteering, sport volunteer, motivation, sport event, organization.